

JM1120102401



Station Order Revised Fitzgerald for Congress

gm 10/24

Market: Tampa-St. Petersburg

Estimate ID

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

12853

Contact: Matt Oestreich**Phone:** 813-221-5742**Email:** moestreich@wfla.com**Fax:** 813-275-8835**Direct:** 813-314-5462

WFLA-TV

Program Name	DP	Days		Gross Rate	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
		Length			Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
WFLA 6a News	EM	M-F	30	\$1,450.00	1					1	1	1	1			1
6:00 AM 7:00 AM				\$8,700.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Today Show	EM	M-F	30	\$2,000.00	1	1			1	1		1	1			1
7:00 AM 9:00 AM				\$16,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Saturday Today	EM	Sa	30	\$1,000.00										1		
7:00 AM 9:00 AM				\$1,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Today II	DT	M-F	30	\$1,040.00	1							1				
9:00 AM 10:00 AM				\$3,120.00												
Sold Out: Lowest Rate to Clear per WFLA.																
The Doctors	EF	M-F	30	\$450.00	1	1				1	1	1	1			1
3:00 PM 4:00 PM				\$3,150.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Dr. Oz	EF	M-F	30	\$600.00		1			1	1	1		1			1
4:00 PM 5:00 PM				\$3,600.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 5p News	EN	M-F	30	\$1,700.00	1				1	1	1		1			
5:00 PM 5:30 PM				\$8,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 5:30p News	EN	M-F	30	\$1,700.00		1			1		1	1	1			1
5:30 PM 6:00 PM				\$10,200.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 6p News	EN	M-F	30	\$2,250.00	1					1		1	1			1
6:00 PM 6:30 PM				\$11,250.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 7p News	EN	M-F	30	\$2,000.00		1			1		1					
7:00 PM 7:30 PM				\$6,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Ent Tonight	PA	M-F	30	\$2,000.00		1			1	1	1	1				
7:30 PM 8:00 PM				\$10,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Revolution	PT	M	30	\$7,500.00												1
10:00 PM 11:00 PM				\$7,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

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ChrisV@mediastategies.com

Date/Time Sent: 10/23/2012 2:55:48 PM

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Program Name	DP	Days	Length	Gross Rate	Tue Nov 06	Total
WFLA 6a News	EM	M-F		\$1,450.00		6
6:00 AM 7:00 AM			30	\$8,700.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Today Show	EM	M-F		\$2,000.00	1	8
7:00 AM 9:00 AM			30	\$16,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Saturday Today	EM	Sa		\$1,000.00		1
7:00 AM 9:00 AM			30	\$1,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Today II	DT	M-F		\$1,040.00	1	3
9:00 AM 10:00 AM			30	\$3,120.00		
Sold Out: Lowest Rate to Clear per WFLA.						
The Doctors	EF	M-F		\$450.00		7
3:00 PM 4:00 PM			30	\$3,150.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Dr. Oz	EF	M-F		\$600.00		6
4:00 PM 5:00 PM			30	\$3,600.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 5p News	EN	M-F		\$1,700.00		5
5:00 PM 5:30 PM			30	\$8,500.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 5:30p News	EN	M-F		\$1,700.00		6
5:30 PM 6:00 PM			30	\$10,200.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 6p News	EN	M-F		\$2,250.00		5
6:00 PM 6:30 PM			30	\$11,250.00		
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 7p News	EN	M-F		\$2,000.00		3
7:00 PM 7:30 PM			30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Ent Tonight	PA	M-F		\$2,000.00		5
7:30 PM 8:00 PM			30	\$10,000.00		
Sold Out: Lowest Rate to Clear per WFLA.						
Revolution	PT	M		\$7,500.00		1
10:00 PM 11:00 PM			30	\$7,500.00		
Sold Out: Lowest Rate to Clear per WFLA.						

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WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
					Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
The Voice	PT	Tu	30	\$9,000.00						1						
8:00 PM 9:00 PM			30	\$9,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Law & Order SVU	PT	W	30	\$7,500.00							1					
9:00 PM 10:00 PM			30	\$7,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
30 Rock/Up All Night	PT	Th	30	\$2,940.00	1											
8:00 PM 9:00 PM			30	\$2,940.00												
Sold Out: Lowest Rate to Clear per WFLA.																
WFLA 11p News	LN	M-F	30	\$2,500.00		✓1			✓1			✓1	✓1			✓1
11:00 PM 11:35 PM			30	\$12,500.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Saturday 11p News	LN	Sa	30	\$2,500.00			✓1							✓1		
11:00 PM 11:35 PM			30	\$5,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Sunday 11p News	LN	Su	30	\$2,500.00				✓1							✓1	
11:00 PM 11:35 PM			30	\$5,000.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Tonight Show	LF	M-F	30	\$1,300.00	1	1			1		1	1				1
11:35 PM 12:37 AM			30	\$7,800.00												
Sold Out: Lowest Rate to Clear per WFLA.																
Station Gross Totals				\$138,760.00	8	8	1	1	8	8	9	9	8	2	1	9

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WFLA-TV

Program Name	Days		Gross Rate	Tue		Total
	DP	Length		Nov	06	
The Voice	PT	Tu	\$9,000.00			1
8:00 PM 9:00 PM		30	\$9,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Law & Order SVU	PT	W	\$7,500.00			1
9:00 PM 10:00 PM		30	\$7,500.00			
Sold Out: Lowest Rate to Clear per WFLA.						
30 Rock/Up All Night	PT	Th	\$2,940.00			1
8:00 PM 9:00 PM		30	\$2,940.00			
Sold Out: Lowest Rate to Clear per WFLA.						
WFLA 11p News	LN	M-F	\$2,500.00			5
11:00 PM 11:35 PM		30	\$12,500.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Saturday 11p News	LN	Sa	\$2,500.00			2
11:00 PM 11:35 PM		30	\$5,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Sunday 11p News	LN	Su	\$2,500.00			2
11:00 PM 11:35 PM		30	\$5,000.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Tonight Show	LF	M-F	\$1,300.00			6
11:35 PM 12:37 AM		30	\$7,800.00			
Sold Out: Lowest Rate to Clear per WFLA.						
Station Gross Totals			\$138,760.00	2		74

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Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax VA 22030

Keith Fitzgerald/ D/ Congress
Submission Number 141 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Keith Fitzgerald/ D/ Congress	Submission Cost:	138760	Campaign Ref:	JM112102401
Buyer:		Client/Product/Estimate:	/ / 12853	Sales Rep:	WFLA Political
Schedule Dates:	10/22/12 to 11/11/12	Weeks:	3	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Keith Fitzgerald/ D/ Congress	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 6a News ...T...	01	1450	30 Comme	Nbr of Spots	1		1	1450
2	M-F 6a News .TWTF..	01	1450	30 Comme	Nbr of Spots		4	4	5800
3	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots			1	1450
4	M-F 7a Today Show ...TF..	01	2000	30 Comme	Nbr of Spots	2		2	4000
5	M-F 7a Today Show MT..TF..	01	2000	30 Comme	Nbr of Spots		4	4	8000
6	M-F 7a Today Show MT.....	01	2000	30 Comme	Nbr of Spots			2	4000
7	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots		1	1	1000
8	M-F 9a Today Show II ...T...	01	1040	30 Comme	Nbr of Spots	1	1	2	2080
9	M-F 3p Doctors	03	450	30 Comme	Nbr of Spots	2		2	900
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Submission Number 141 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ D/ Congress	Submission Cost: 138760	Campaign Ref: JM112102401
Buyer: ..	Client/Product/Estimate: ./ /12853	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
10	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots	4		4	1800
11	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots		1	1	450
12	M-F 4p Dr Oz ...F..	03	600	30 Comme	Nbr of Spots	1		1	600
13	M-F 4p Dr Oz MTWTF..	03	600	30 Comme	Nbr of Spots	4		4	2400
14	M-F 4p Dr Oz M.....	03	600	30 Comme	Nbr of Spots		1	1	600
15	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots	1		1	1700
16	M-F 5p News MTWTF..	01	1700	30 Comme	Nbr of Spots	4		4	6800
17	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1		1	1700
18	M-F 530p News M.WTF..	01	1700	30 Comme	Nbr of Spots	4		4	6800
19	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots		1	1	1700
20	M-F 6p News	01	2250	30	Nbr of Spots	1		1	2250
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Buyer: ..	Client/Product/Estimate: / / 12853	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
21	M-F 6p News ..T..	01	2250	30 Comme	Nbr of Spots	3		3	6750
22	M-F 6p News ..TTF..	01	2250	30 Comme	Nbr of Spots		1	1	2250
23	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
24	M-F 7p News ..M.W...	01	2000	30 Comme	Nbr of Spots		2	2	4000
25	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
26	M-F 730p Entertainment Tonight MTWTF..	01	2000	30 Comme	Nbr of Spots		4	4	8000
27	Mon 10p ET / 9p CT Revolution M.....	01	7500	30 Comme	Nbr of Spots		1	1	7500
28	M-F 9a Today Show II ..T.....	01	1040	30 Comme	Nbr of Spots		1	1	1040
29	Tue 8-10p ET / 7-9p CT Voice ..T.....	03	9000	30 Comme	Nbr of Spots		1	1	9000
30	Wed 9p ET / 8p CT Law & Order SVU ..W....	01	7500	30 Comme	Nbr of Spots		1	1	7500
31	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T...	03	2940	30	Nbr of Spots	1		1	2940
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

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Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
32	M-Su 11p News ...FS. Comme	01	2500	30	Nbr of Spots	2		2	5000
33	M-Su 11p News M.TFS. Comme	01	2500	30	Nbr of Spots		4	4	10000
34	M-Su 11p News M..... Comme	01	2500	30	Nbr of Spots			1	2500
35	M-Su Late News Late RunS Comme	01	2500	30	Nbr of Spots	1	1	2	5000
36	M-F 1135p ET / 1035p CT Tonight ...TF.. Comme	01	1300	30	Nbr of Spots	2		2	2600
37	M-F 1135p ET / 1035p CT Tonight Show M.WT.. Comme	01	1300	30	Nbr of Spots		3	3	3900
38	M-F 1135p ET / 1035p CT Tonight Show M..... Comme	01	1300	30	Nbr of Spots			1	1300
Weekly Totals: Total Spots(Ord Spots)					18	45	11	74	

Grand Totals

	Month 10 Weeks: 4 10/22	Month 11 Weeks: 4 11/05
Totals	74	11
Spots	18	45

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22		10/29	11/05
Cost	Totals	138760			22790
			30680	86290	

Grand Totals: Spots: 74

Gross Total:	138,760.00
Commission:	20,814.00
Net Total:	117,946.00